

# What's New with the *Manual of Style for Technical Publications* (MSTP)

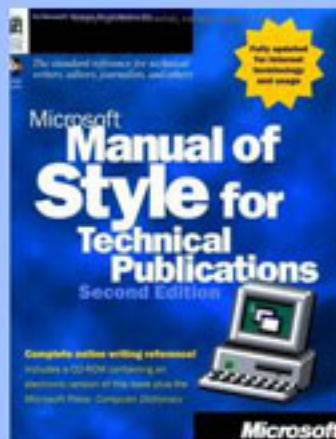
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## A little background

- **First version was created as little more than a cross-team style sheet**
- **First Microsoft Press edition published in 1995**
- **Second edition published in 1998**
- **Over 25,000 copies sold**



## Why style matters

- **Consistency aids readability.**
- **Not every editor needs to decide “click” vs. “click on.”**
- **Addressing the worldwide audience is not intuitive.**
- **Companywide policies can be integrated into company style.**
- **Editors can benefit from each other’s lessons learned.**

## Why we publish the style guide

- **People outside Microsoft use it.**
  - **Technology professionals**
  - **Students**
- **Everybody needs a style guide, but not everybody has the time to write one.**
- **If you're documenting Windows-based programs (and even if you're not), you can take advantage of the vocabulary your customers already know.**

## You can use it, too

- **As a primary or secondary reference**
- **As a starting point**

## Harder than it looks

- **Lots of departments, lots of editors**
- **Expanded reach means more stakeholders**
- **Evolution is continuous**
- **New products, new technologies, new terms**

## How we make editorial decisions

- **Editorial Style Board**
- **Discussion list**
- **Bug reports**
- **Emerging terminology**
  - **Marketing**
  - **Industry use**
  - **Worldwide feedback**
- **Usability**
- **Accessibility**

## Why an update?

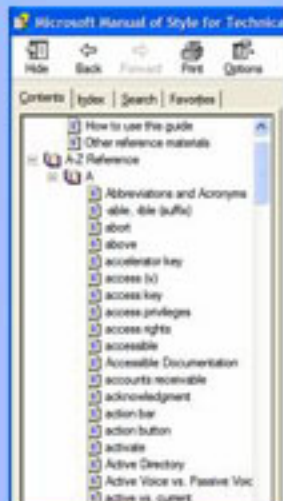
- **Terminology and usage have evolved**
- **MSTP is in wider use, inside and outside Microsoft**
  - **Web authors**
  - **Program managers**
- **We know more**
  - **About our customers**
  - **About using MSTP**
- **The computing world has changed**
  - **The Internet**
  - **Mobile computing**
  - **Worldwide audience for content**
  - **XML, content management**



## So, then, what's new?

- **New organization makes topics easier to find**
- **More explanation of usage guidance**
- **New or expanded coverage of:**
  - **The Internet**
  - **Mobile computing**
  - **Content for the worldwide audience**
  - **Accessibility**
  - **XML and structured content**
  - **Content targeted at programmers, IT professionals**

# New Organization



## More Explanation

### etc.

Abbreviation for *et cetera*. Do not use; use *and so forth* or *and so on* instead.

### etc.

Abbreviation for the Latin *et cetera*, "and the rest." Avoid *etc.* except in situations where space is too limited for an alternative, such as on a button label.

**See also:** [and so on](#), [foreign Words and Phrases](#)

### and so on

Avoid *and so on* except in situations where screen space is too limited for an alternative. This phrase gives no information about the class of items it is meant to represent and *so on* can create ambiguity.

#### **Correct**

Body text is most readable in Times New Roman, Verdana, and other serif fonts.

#### **Incorrect**

Body text is most readable in Times New Roman, Verdana, and so on.

Do not use *and so on* to end a phrase that begins with *for example* or *such as*. These opening phrases indicate that what follows is not an exhaustive list, so adding *and so on* is superfluous.

#### **Correct**

Body text is most readable in serif fonts such as Times New Roman and Verdana.

#### **Incorrect**

Body text is most readable in serif fonts such as Times New Roman, Verdana, and so on.

It is all right to use *and so on* to indicate a logical progression where at least two items have been named.

#### **Correct**

... 1, 2, 3, and so on.

**See also:** [etc.](#)

# Preview

## Scheduled release date schedule

- **September 2003**
- **Current edition available internally at <http://cddgweb/bppg/edstandards/mstp/>**

## Keep in touch

- **Contact me at [jlimpun@microsoft.com](mailto:jlimpun@microsoft.com)**